



# Wisconsin Torch Awards

A Celebration of *Ethical/Enterprising*®

# 2012

## Introduction:

The Torch Awards for *Ethical/Enterprising* honors Wisconsin organizations that demonstrate the highest standards of business practices to create trust. These companies or organizations generate a high level of trust among their employees, customers and their communities. In Wisconsin, the Torch Award was established in 2003 and embodies the BBB's mission of advancing marketplace trust.

## Eligibility and Award Categories:

The Torch Award is open to all for-profit and 501 (C)(3) non-profit organizations physically located within the state of Wisconsin.

Companies entering the 2012 Torch award competition will be judged in one of six categories based on the number of employees:

- *Companies with 1-10 employees*
- *Companies with 11-50 employees*
- *Companies with 51-175 employees*
- *Companies with more than 175 employees*
- *Charities with 1-50 employees*
- *Charities with more than 51 employees*

## Exclusions:

Companies are not eligible if any of the following conditions apply:

- *They have been in business less than 3 years*
- *They have earned less than a "B" rating from the BBB*
- *There are indications that they have not met their financial obligations*
- *They have been a winner of this award in the past*

## Key Dates:

- *Entries must be received on or before June 18, 2012 at 5 pm CST*
- *Application questions? Contact Carole at 414-847-6064 or email [cmilos@wisconsin.bbb.org](mailto:cmilos@wisconsin.bbb.org)*
- *RSVP for Torch Awards luncheon by: To be determined*
- *Torch Award Luncheon: To be determined, late Oct. expected*

## The Judging Process:

Entries are evaluated by an independent panel of judges comprised of volunteer business, academic, and community leaders, based on criteria established by The Center For Character Ethics Advisory Committee.



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## Submission Requirements

We understand that each company is unique and has different needs, experiences and policies. It is not necessary to address all of the suggested content in each of the six sections. They are merely provided as illustrations of possible content to demonstrate that criteria. We encourage you to find areas in each section that best exemplify your organization's ethics practices.

(Submission Criteria is based on the Center for Character Ethics *Ethical/Enterprising*™ framework)

- *Submit entry form and supporting documents in a simple ring binder*
- *Provide four additional unbound copies (no sleeves or staples) separate from the binder*
- *Include company name on the cover and spine of the binder*
- *Complete official entry form and include in front of tab 1 in the binder*
- *Organize information into six sections (one for each criteria)*
- *For each criteria, provide a narrative summary that addresses the content or questions asked*
- *Include highlighted examples of policies, pertinent sections of employee manuals, communications, etc. in the "supporting" document section. Be specific, less is often more.*
- *Provide four references, one from each: customer, vendor, bank, and community partner*



The Center for Character Ethics is a powerful working collaboration of like-minded experts and organizations dedicated to providing character ethics training for leaders, educators and students.

We serve the community as a provider of research, training and best practice recognition in character ethics. In addition to the Torch Awards and student scholarships, the Center offers knowledge and training resources for the current and future workforce.



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### Criteria 1:

#### Leadership Commitment to Ethical Practices

Include a letter from the President, CEO or Owner that includes a personal statement of his/her commitment to ethical business practices.

Suggestions for content:

- *A statement of the leader's personal code of ethics*
- *Participation in workshop/conferences or training in ethics*
- *Examples of ethical challenges faced and how they were resolved*
- *Examples of any public statement (speech, advertising or publication) of the leader's commitment to ethics*

### Criteria 2:

#### Communications of Ethical Practices

Describe how your organization uses internal and external communication and/or activities that help your organization intentionally build and maintain an ethical culture and practice.

Suggestions for content:

- *How new employees are informed and/or trained in the organization's ethics policies*
- *How the President/CEO/Owner's personal code of ethics is communicated to employees*
- *Tools or activities that model, mentor, teach and reinforce defined character ethics as part of management communications*
- *Vendor relations manuals, customer policies and stakeholder relations procedures (narrative description only)*

**Provide full reference documents in supporting documents section.**



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## Criteria 3:

### Organizational Commitment to Ethical Practices

Describe how your organization's vision/mission statement is put into practice.

Suggestions for content:

- *Copies of any organizational statements such as "Vision", "Mission", "Core", "Business Values", or "Purpose" in supporting document section with pertinent section highlighted*
- *A description of how these statements are shared with existing and potential employees*
- *Measurements your organization routinely uses to gauge progress or adherence of vision and mission*
- *Description of how you solicit feedback collected from the marketplace and staff and how you use this information to make adjustments to your organization's practices to better match the vision/mission*
- *Description of you organization's greatest ethical challenge and how it was addressed and communicated*

## Criteria 4:

### Organizational Commitment to Performance Management Practices

Describe how your organization implements best management practices, and encourages employees to pursue and develop expertise in their areas of responsibility.

Suggestions for content:

- *Establishment of annual goals and targets for organization*
- *Clear measurements to evaluate progress toward each goal*
- *Establishment of department or individual objectives or targets*
- *Practices using performance information to encourage, guide and motivate*
- *Accountability and compensation systems for high performance*



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## Criteria 5:

### Organizational Commitment Ethical Human Resource Practices

Describe how your human resource practices prepare, support, recognize and provide opportunities for growth competency and ethical behavior for staff members.

Suggestions for content:

- *Hiring practices that ensure people are hired for character, and that systems and processes for training and preparing staff are adequate*
- *Description of practices and procedures to resolve ethical issues*
- *Organizational disciplinary practices for low character and low competency behaviors*
- *Descriptions of how ethical behaviors of employees are identified and recognized*
- *Description of policies and procedures to ensure employees are treated fairly and respectfully, and that workplace safety is ensured*
- *Mechanisms or procedures for employee professional development, termination practices and your employee turnover rates*

## Criteria 6:

### Organizational Commitment to the Community

Describe your organization's community support and service activities within your industry and community.

Suggestions for content:

- *Participation in industry organizations and their activities to promote best practices*
- *Description of how employees are encouraged to and recognized for spending time in community service activities that the organization values*
- *Description of any contribution of funds, or in-kind services to community programs that are consistent with the organization's values and character*
- *Description of how the organization's advertising, operations, risk management, governance, and regulatory compliance behaviors are assessed against proven standards*
- *Proof of achievement with any industry benchmarks for high standards of business excellence*